

## **CHAPTER 1. INTRODUCTION**

### **1.1 Background**

The development of information technology for promotional media is very fast, one of the examples is a video company profile. According to Zizer (2011), a video company profile is an important and effective form of company media that can represent a company to the general public. A video company profile is an appearance of a business plan design, facts, and company successes to improve consumers interest (Haryanto, 2015). Then Lumione (2016) says that video company profile is one of the promotional media that can be used in public or investor presentations. From the previous explanation, it can be concluded that a video company profile is a company promotion media in the form of a moving graphic that contains an actual and practical picture of a particular company that can be presented to the public or customers so that they were interested in the company's products.

The video company profile is also very influential for the company's promotion and marketing strategy. There were many important functions of a video company profile developed by experts. According to Hidayatullah & Riyan (2020) video company profile functions as an image of a company that can be used as a marketing tool, because there were visual elements in the form of sound and text images that can convince consumer confidence in a company. Video can capture 94 percent of the entry channel of messages or knowledge into the human soul through the eyes and ears, and can make people remember 50 percent of what they see and hear also information conveyed through video media can influence strong emotions and also can achieve fast results that were not owned by other media (Mustabsyirah, 2017). In sum, a video company profile is a moving graphic that can contain a lot of information about a company that is acceptable to the public and can provide a detailed explanation of the company's products that were of interest to the public.

However, to find a video company profile that fulfilling the above criteria is difficult. One of the examples is in Kopi Lego Gombengsari. Based on a

preliminary interview conducted by the writer to the owner of the Kopi Lego Gombengsari, the owner's company profile is outdated, the information that the owner says if the owner has a video documentation but it is old and has not been updated again so it is less effective to be presented to customers. Because the owner wants a company profile video that is more complete and updated with existing data, so the writer plans to make a company profile video project for Kopi Lego Gombengsari in Gombengsari village, Banyuwangi. The writer made a new company profile video with information that is more up to date, more accurate with current data, more interesting and used bilingualism, namely Indonesian and English so that it can make it easier for foreign and local tourists to understand the contents of the company profile video. The key to the marketing effect is good content is information what he says must be useful, interesting, and to the point (Rose, 2013). The writer will provide this company profile video to the owner of Kopi Lego Gombengsari so that can be posted on Kopi Lego Gombengsari's personal social media so that the promotion is complete and updated with current data. In addition, this company profile video will also be given to the Banyuwangi Tourism and Culture Office to complement its promotional media about tourism in Banyuwangi. By doing this, it is expected that the problems from the owner of Kopi Lego Gombengsari can be solved. In the future day it is hoped that owner can have a video company profile as expected which can be used as a means of promotional media to increase the number of visitors and increase the revenue of Kopi Lego Gombengsari.

## **1.2 Objective**

The objective of my final project is making a video company profile of the secret Kopi Lego Gombengsari Village, Banyuwangi.

## **1.3 Significance**

The product of this final project will bring some benefits to the following parties:

a. For the Writer

This product will give a chance for the writer to apply the skill in writing the script, translation skill in translating the script, and speaking skill in dubbing the video.

b. For the viewer

Viewers can view detailed information on the Kopi Lego Gombengsari in Banyuwangi and provide visitor information about the real situation of the Kopi Lego Gombengsari.

c. For Banyuwangi City Tourism, Culture, Youth and Sports Office,

This product can help the Banyuwangi City Tourism, Culture, Youth and Sports Office, especially in the field of promotion, to provide information about Kopi Lego Gombengsari for foreign and local tourists. Besides, video company profile can be used as promotional media to promote Kopi Lego Gombengsari as an educational tour in Banyuwangi

d. For Owner Kopi Lego Gombengsari Gombengsari Village Banyuwangi

This product can solve the problem of Kopi Lego Gombengsari and by using it as a video company profile because it displays detailed information on the location of the Kopi Lego Gombengsari and its products.

e. For the English Study Program

This product can be useful for the English Study Program because it can be a reference for students who will create promotional media, especially in making a video company profile.